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Salisbury
UNIVERSITY
Center for Professional Development
1101 Camden Avenue
Salisbury, Maryland 21801



MAXIMIZING *Life's Options*

Friday-Saturday, October 1-2, 2004
Salisbury University
Commons, Second Floor

A Women's Business Conference That Makes a Difference!

Now, more than ever, you have unlimited potential and options for what you can achieve. With all of life's options, you need to choose the right attitude, the right plan, the right opportunities and the right tools for YOU!

This conference provides women with "use-it-now" professional and personal information plus outstanding networking opportunities to bolster success in business.

*When you walk through a
door of opportunity,
remember to hold it open
for the next person.*

Co-sponsored by:
Salisbury University's
Center for Professional Development,
Small Business Development Center and
Salisbury Business and Professional Women

Keynote Speakers

Charlotte Sterling

Exec. V.P. of Communications - Marriott International, Inc.
"My Unintended Journey Up the Corporate Ladder"



Charlotte Sterling will talk about her unintended journey to success. She set out as a single mother of two and worked as a journalist for a weekly newspaper. Today she is a corporate officer and executive vice president in a major global company. Her story is one to inspire women in all areas and positions of their personal and professional lives.

James Giles

Financial Advisor - Morgan Stanley
"Smart Women Finish Rich"



James Giles takes David Bach's book, "Smart Women Finish Rich," and relates key concepts and tactics that every woman can employ toward ensuring financial success, from "Learn to Earn" and "Put Your Money Where Your Values Are" to "Build Your Dream Basket." Start on this revolutionary journey to security and wealth as Giles guides you through your personal copy of the "Smart Women Finish Rich" workbook.

Marianne Frederick, MHA
Business Speaker/Humorist - WorkPlay, Inc.
"Hats ON to Creative Thinking!"



What hat will you be wearing today? Humorist and business speaker Marianne Frederick shows you how to approach life, work and others with the kind of creative vision that pays off in everything. Who'd have thought a business meeting could be fun? While you enjoy Frederick's lighthearted approach to this working life, learn key concepts about "generational marketing" to build strong businesses, organizations and relationships.

Breakout Sessions

Track I Sessions - Friday:

Session A: “Emotional Intelligence: The Female Advantage”
Dr. Denise Rotondo, Associate Dean, Perdue School of Business
Dr. Darrell Mullins, Chair, Communication & Theatre Arts Department
Salisbury University
No longer deemed “just women’s intuition,” emotional intelligence is a woman’s clear advantage in communication when put to effective use. Find out just what emotional intelligence is and discover how trusting your intuition can help you in everything you do.

Session B: “Becoming a Quick, Effective Decision Maker”
Veronique Diriker, Faculty, Salisbury University
Discover how to make quick and effective decisions that command respect. Learn techniques that allow you to stand behind your decisions and let go of the tendency to second-guess yourself. Manage information overload and conflicting priorities when making decisions.

Session C: “Dealing with the Psychology of Conflict”
Dr. Carolyn Stegman, Author & Consultant Faculty, Salisbury University
Learn how to deal with conflict, rather than avoid it, and reap the rewards. Understanding conflict dynamics and what techniques work for different situations can empower women to assert themselves for achieving positive outcomes.

Track II Sessions - Saturday:

Session D: “Why Didn’t You Hear What I Meant?”
Caroline Massey, Assistant Director of Management Operations, NASA –Wallops Island
Gain plenty of “how-to’s” for true listening and understanding quickly on your feet, and learn tricks the pros use to communicate effectively. Stop defending or blaming others, even unintentionally. These are skills every woman needs to exercise in the workplace for maximum advantage.

Session E: “Get Organized in Life, Not in Theory”
Dana Bitzer, Professional Organizer
If your home isn’t in order, the effect will spill over to work and vice versa. This session provides practical tips for organizing both worlds, from closet to desk, focusing on space and function. Also get a chance to win a free consultation from this professional organizer!

Session F: “Is Entrepreneurship for You?”
Sumathy Chandrashekar, Faculty, Salisbury University, and Business Counselor, Small Business Development Center – Eastern Region
Women-owned businesses are the fastest growing segment of small business development. Are you one who should control her own destiny as an entrepreneur? Find out in this interactive session and learn what the risks, rewards and process of entrepreneurship are.

MAXIMIZING Life's Options

Schedule

Friday, October 1:

12:30 p.m. Registration
1:00 p.m. **Opening Keynote Presentation:**
James Giles
“Smart Women Finish Rich”
2:00 p.m. Networking Break
2:15 p.m. **Breakout Sessions – Track I**
3:30 p.m. Networking Break
3:45 p.m. **Panel: Maximizing Life’s Options**
5:00 p.m. Close of Day’s Information Sessions
5:30 p.m. **Networking Session with Cocktail Hour**
(Lounges of Guerrieri University Center)

Saturday, October 2:

Morning welcome by Sheila Cherry, President National Press Club and Berlin native.
8:30 a.m. Late Registration
9:00 a.m. **Mid-Conference Keynote Presentation:**
Charlotte Sterling:
“Making the Most of the Cards You’re Dealt”
10:00 a.m. Networking Break
10:15 a.m. **Breakout Sessions – Track II**
11:30 a.m. Networking Break
11:45 p.m. **Closing Keynote Presentation:**
Marianne Frederick
“Hats ON to Creative Thinking!”
1:00 p.m. Conference Adjournment

About the “Maximizing Life’s Options” Panel:

Learn from women who opened different doors to achieve success: corporate, independent consulting, education, entrepreneurship, women’s studies academia and politics. Moderated by Dr. Janet Dudley-Eshbach, SU President, this interactive panel presentation provides an outstanding opportunity for women to learn from each other.

Peggy Naleppa, Executive Vice President and COO
Peninsula Regional Medical Center
Lou Ann Leonard, Independent Consultant
The Pampered Chef
Karen Lee-Brofee, Superintendent
Somerset County Public Schools
Maria Waller, President
Quality Staffing Services, Inc.
Dr. Carolyn Stegman, Consultant Faculty/Author
Salisbury University/Women of Achievement in Maryland

Key Reasons to Attend:

- 🔑 Learn from presentations and interactive sessions that focus on practical “use-it-now” information.
- 🔑 Gain personal/professional growth and motivation in an uplifting setting.
- 🔑 Benefit from outstanding networking opportunities.
- 🔑 Enjoy exhibits by multiple vendors, free drawings, giveaways and premier conference and dining facilities.
- 🔑 Attendees receive a free listing in Salisbury BPW’s 2005 Women’s Resource Directory!

Registration Form

Name_____

Position_____

Company Name_____

Address_____

City, State Zip_____

Business Type (e.g., Gifts, Construction, etc.)_____

(W) Phone_____ (H) Phone_____

Fax_____ E-mail_____

SBA Profile (check all that apply):
☐ Woman ☐ SBA Loan Applicant ☐ SBA Borrower
☐ SBA 8(a) Applicant ☐ SBA 8(a) Firm ☐ Minority
☐ Vietnam Veteran ☐ Other Veteran

Breakout Session Choices (mark first and second choice for each track):
Track I: A _____ B _____ C _____
Track II: D _____ E _____ F _____

Conference Registration Fee: \$95
Payment by: ☐ Check# _____ ☐ Money Order # _____
☐ Mastercard ☐ VISA Name on Card _____
Card # _____
Expiration: _____ Amount. Authorized: \$ _____
Cardholder’s Signature_____

Send Payment to: Center for Professional Development, Salisbury University
1101 Camden Ave., Salisbury, MD 21801
For more information, call Jeri Hurley at 410-677-5404
or email jehurley@salisbury.edu. Or call 410-5484481
REGISTRATION DEADLINE: THURSDAY, SEPTEMBER 23, 2004
For directions, visit www.salisbury.edu/Community/cpd/

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Salisbury
Business and
Professional
Women

